



WEWS

# ORDER

Print Date 09/24/12

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Flight Dates **09/19/12-10/14/12**

Contract / Revision      **304167 /**

Original Date / Revision  
07/10/12    09/21/12

Advertiser **Republican Jewish Coalition**

Agency    **Jamestown Associates**

Buying Contact

**5 Mapleton Road  
Suite 300  
Princeton, NJ 08540**

Primary Account Executive  
Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Product

Issue. **RJC 09.17-10.14.12**

Agency Com    15%

Billing Contact

**5937 Jones Creek Road, Suite B  
Baton Rouge, LA 70817**

Sales Office    EWSDC

Sales Region   NAT

Agency Ref

Order Sep      00:20:00

Estimate #

Alt Order #

Billing Type      Cash

Order Type      GENERAL

Billing Cycle      EOM/EOC

Billing Calendar BROADCAST

Demographic    A35+

Rev Codes      POL      POL      ISS

Product Codes PL

Priority            P-1

Advertiser Ref

Order Share %      Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WBNX	%	
WDLI	%	
WEAO	%	
WGGN	%	
WJW	%	
WKYC	%	
WMFD	%	
WOAC	%	
WOIO	%	
WQHS	%	
WUAB	%	
WVIZ	%	
WVPX	%	

## Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
September 2012	98	\$96,050.00	\$113,000.00	0.00
October 2012	90	\$83,810.00	\$98,600.00	0.00
<b>Totals</b>	<b>188</b>	<b>\$179,860.00</b>	<b>\$211,600.00</b>	<b>0.00</b>

## Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
08/27/12	09/30/12	98	\$96,050.00	\$113,000.00
10/01/12	10/14/12	90	\$83,810.00	\$98,600.00

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WEWS	09/19/12	10/14/12	M-F GMC 6-7a M-F GMC 6-7a	CM	6-7a	MTWTF--	:30	5	\$450.00	P-2	0.00	NM	20	\$10,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>					<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	--WTF--	5					\$450.00		0.00			
Week:		09/24/12	09/30/12	M--TF--	5					\$550.00		0.00			
Week:		10/01/12	10/07/12	MTWTF--	5					\$550.00		0.00			



**WEWS**

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Contract / Revision      **304167**      Flight Dates **09/19/12-10/14/12**

Hiatus Dates

Original Date / Revision    07/10/12/    09/21/12

Order Sep    00:20:00

Advertiser    **Republican Jewish Coalitic**    Product **Issue. RJC 09.17-10.14.12**    Estimate #

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WEWS	09/19/12	10/14/12	M-F GMC 6-7a M-F GMC 6-7a	CM	6-7a	MTWTF--	:30	5	\$450.00	P-2	0.00	NM	20	\$10,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	MTWTF--	5		\$550.00		0.00						
N 2	WEWS	09/19/12	10/14/12	M-F GMA 7-9a M-F GMA 7-9a	CM	7-9a	MTWTF--	:30	5	\$500.00	P-2	0.00	NM	20	\$11,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	--WTF--	5		\$500.00		0.00						
Week:		09/24/12	09/30/12	M--TF--	5		\$600.00		0.00						
Week:		10/01/12	10/07/12	MTWTF--	5		\$600.00		0.00						
Week:		10/08/12	10/14/12	MTWTF--	5		\$600.00		0.00						
N 3	WEWS	09/19/12	10/14/12	M-F 9-10a M-F 9-10a	CM	9-10a	MTWTF--	:30	5	\$450.00	P-2	0.00	NM	20	\$10,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	--WTF--	5		\$450.00		0.00						
Week:		09/24/12	09/30/12	M--TF--	5		\$550.00		0.00						
Week:		10/01/12	10/07/12	MTWTF--	5		\$550.00		0.00						
Week:		10/08/12	10/14/12	MTWTF--	5		\$550.00		0.00						
N 4	WEWS	09/19/12	10/14/12	M-F 12-1230pm News M-F 12-1p News	CM	12-1p	MTWTF--	:30	5	\$900.00	P-1	0.00	NM	20	\$19,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	--WTF--	5		\$900.00		0.00						
Week:		09/24/12	09/30/12	M--TF--	5		\$1,000.00		0.00						
Week:		10/01/12	10/07/12	MTWTF--	5		\$1,000.00		0.00						
Week:		10/08/12	10/14/12	MTWTF--	5		\$1,000.00		0.00						
N 5	WEWS	09/19/12	10/14/12	M-F 5-6p News M-F 5-6p News	CM	5-6p	MTWTF--	:30	5	\$1,400.00	P-1	0.00	NM	14	\$21,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	--WTF--	5		\$1,400.00		0.00						
Week:		09/24/12	09/30/12	M--TF--	3		\$1,600.00		0.00						
Week:		10/01/12	10/07/12	MTWTF--	3		\$1,600.00		0.00						
Week:		10/08/12	10/14/12	MTWTF--	3		\$1,600.00		0.00						
N 6	WEWS	09/19/12	10/14/12	M-F 6-630p News M-F 6-630p News	CM	6-630p	MTWTF--	:30	5	\$1,800.00	P-1	0.00	NM	20	\$39,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	--WTF--	5		\$1,800.00		0.00						
Week:		09/24/12	09/30/12	M--TF--	5		\$2,000.00		0.00						
Week:		10/01/12	10/07/12	MTWTF--	5		\$2,000.00		0.00						
Week:		10/08/12	10/14/12	MTWTF--	5		\$2,000.00		0.00						
N 7	WEWS	09/19/12	10/14/12	M-Su 630-7p WNT M-Su 630-7p WNT	CM	630-7p	MTWTF--	:30	3	\$1,800.00	P-2	0.00	NM	12	\$23,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	--WTF--	3		\$1,800.00		0.00						
Week:		09/24/12	09/30/12	M--TF--	3		\$2,000.00		0.00						
Week:		10/01/12	10/07/12	MTWTF--	3		\$2,000.00		0.00						
Week:		10/08/12	10/14/12	MTWTF--	3		\$2,000.00		0.00						
N 8	WEWS	09/19/12	09/21/12	M-F 7-730p 7-730p The List	CM	7-730p	--WTF--	:30	5	\$1,600.00	P-1	0.00	NM	5	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	--WTF--	5		\$1,600.00		0.00						
N 9	WEWS	09/19/12	09/21/12	M-F 730-8P 730-8p Let's Ask America	CM	730-8p	--WTF--	:30	5	\$1,800.00	P-1	0.00	NM	5	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	--WTF--	5		\$1,800.00		0.00						



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Contract / Revision 304167 Flight Dates 09/19/12-10/14/12

Hiatus Dates

Original Date / Revision 07/10/12/ 09/21/12

Order Sep 00:20:00

Advertiser Republican Jewish Coalitic Product Issue. RJC 09.17-10.14.12 Estimate #

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 9	WEWS	09/19/12	09/21/12	M-F 730-8P 730-8p Let's Ask America	CM	730-8p	-- WTF--	:30	5	\$1,800.00	P-1	0.00 NM	5	\$9,000.00
N 10	WEWS	09/19/12	10/14/12	M-SU 11-1135P Late New M-SU 11-1135P Late New	CM	11-1135p	MTWTF--	:30	3	\$2,200.00	P-2	0.00 NM	9	\$21,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
	Week:	09/17/12	09/23/12	-- WTF--		3				\$2,200.00		0.00		
	Week:	09/24/12	09/30/12	M--TF--		2				\$2,400.00		0.00		
	Week:	10/01/12	10/07/12	MTWTF--		2				\$2,400.00		0.00		
	Week:	10/08/12	10/14/12	MTWTF--		2				\$2,400.00		0.00		
N 11	WEWS	09/19/12	10/14/12	SA GMA 8-9a SA GMA 8-9a	CM	8-9a	-----S-	:30	2	\$500.00	P-2	0.00 NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
	Week:	09/17/12	09/23/12	-----S-		2				\$500.00		0.00		
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>		<u>Length</u>	<u>Rate</u>		<u>Rtg Type</u>		
	1	WEWS	09/17/12-09/23/12	SA GMA 8-9a		8-9a	-----Sa--		:30	<del>(\$500.00)</del>		0.00 NM		
			See MG 15.18, 15.19, 15.20, 15.21 [n/a]											
	2	WEWS	09/17/12-09/23/12	SA GMA 8-9a		8-9a	-----Sa--		:30	<del>(\$500.00)</del>		0.00 NM		
			See MG 15.18, 15.19, 15.20, 15.21 [n/a]											
	Week:	09/24/12	09/30/12	-----S-		1				\$600.00		0.00		
	Week:	10/01/12	10/07/12	-----S-		1				\$600.00		0.00		
	Week:	10/08/12	10/14/12	-----S-		1				\$600.00		0.00		
N 12	WEWS	09/19/12	10/14/12	SU GMA 8-9A SU GMA 8-9A	CM	8-9a	-----S	:30	1	\$500.00	P-2	0.00 NM	5	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
	Week:	09/17/12	09/23/12	-----S		2				\$500.00		0.00		
	Week:	09/24/12	09/30/12	-----S		1				\$600.00		0.00		
	Week:	10/01/12	10/07/12	-----S		1				\$600.00		0.00		
	Week:	10/08/12	10/14/12	-----S		1				\$600.00		0.00		
N 13	WEWS	09/19/12	10/14/12	SU 6-630p News SU 6-630p News	CM	6-630p	-----S	:30	1	\$1,200.00	P-1	0.00 NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
	Week:	09/17/12	09/23/12	-----S		1				\$1,200.00		0.00		
	Week:	09/24/12	09/30/12	-----		0				\$0.00		0.00		
	Week:	10/01/12	10/07/12	-----		0				\$0.00		0.00		
	Week:	10/08/12	10/14/12	-----		0				\$0.00		0.00		
N 14	WEWS	09/19/12	10/14/12	M-F 3-4P Katie M-F 3-4p Katie	CM	3-4p	MTWTF--	:30	4	\$800.00	P-2	0.00 NM	15	\$13,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
	Week:	09/17/12	09/23/12	-- WTF--		4				\$800.00		0.00		
	Week:	09/24/12	09/30/12	M--TF--		3				\$900.00		0.00		
	Week:	10/01/12	10/07/12	MTWTF--		4				\$900.00		0.00		
	Week:	10/08/12	10/14/12	MTWTF--		4				\$900.00		0.00		
N 15	WEWS	09/19/12	10/14/12	M-F 1135p-1202a Nightlir M-F 1135p-1202a Nightlir	CM	1135p-1207x	MTWTF--	:30	4	\$800.00	P-2	0.00 NM	16	\$15,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
	Week:	09/17/12	09/23/12	-- WTF--		4				\$800.00		0.00		

